

## ORDER



**Orders**  
**Order / Rev:** 219050  
**Alt Order #:**  
**Product Desc:** 11/2-11/6 ALLEN FOR SENATE  
**Estimate:**  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Allen for Senate (R)  
**Demographic:** A35+  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	77	\$4,720.00	\$4,012.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	77	\$4,720.00	\$4,012.00	0.00
<b>Totals</b>	<b>77</b>	<b>\$4,720.00</b>	<b>\$4,012.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	11/02/12	11/06/12	M-F 5-6a Ricki Lake	CM	5-6a	MT--F--	:30	1	\$5.00	P5	0.00	NM	6	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$5.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$5.00		0.00			
N 2	WVBT	11/02/12	11/06/12	M-F 6-7a Daily Buzz	CM	6-7a	MT--F--	:30	1	\$20.00	P4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$20.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$20.00		0.00			
N 3	WVBT	11/02/12	11/06/12	WAVY News 10 on FOX QM WAVY News 10 on FOX 43		WAVY News 10 or	MT--F--	:30	1	\$125.00	P4	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$125.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$125.00		0.00			
N 4	WVBT	11/02/12	11/06/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	MT--F--	:30	1	\$20.00	P4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$20.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$20.00		0.00			
N 5	WVBT	11/02/12	11/06/12	M-F 10-11a Millionaire	CM	10-11a	MT--F--	:30	1	\$20.00	P4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$20.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$20.00		0.00			

Order / Rev: 219050  
 Alt Order #:  
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: POL/Allen for Senate (R)  
 Product Desc: 11/2-11/6 ALLEN FOR SENATE  
 Estimate:

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WVBT	11/02/12	11/06/12	M-F 11a-12p Jeff Probst	CM	11a-12p	MT--F--	:30	1	\$20.00	P4	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		2				\$20.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		4				\$20.00		0.00			
N 7	WVBT	11/02/12	11/06/12	M-F 12-1p Wendy Williams	CM	12-1p	M---F--	:30	1	\$50.00	P3	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$50.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$50.00		0.00			
N 8	WVBT	11/02/12	11/06/12	M-F 1-2p Ricki Lake	CM	1-2p	M---F--	:30	1	\$50.00	P3	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$50.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$50.00		0.00			
N 9	WVBT	11/02/12	11/06/12	M-F 2-3p Jerry Springer	CM	2-3p	M---F--	:30	1	\$50.00	P3	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$50.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$50.00		0.00			
N 10	WVBT	11/02/12	11/06/12	M-F 3-4p Steve Wilkos	CM	3-4p	M---F--	:30	1	\$60.00	P4	0.00	NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$60.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$60.00		0.00			
N 11	WVBT	11/02/12	11/06/12	M-F 4-5p M-F 4-5p	CM	4-5p	M---F--	:30	1	\$100.00	P4	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$100.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$100.00		0.00			
N 12	WVBT	11/02/12	11/06/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M---F--	:30	1	\$100.00	P4	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		3				\$100.00		0.00			
	Week:	11/05/12	11/11/12	M-----		3				\$100.00		0.00			
N 13	WVBT	11/02/12	11/05/12	M-F 6-7p Maury Povich	CM	6-7p	M---F--	:30	1	\$100.00	P4	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		2				\$100.00		0.00			
	Week:	11/05/12	11/11/12	M-----		2				\$100.00		0.00			
N 14	WVBT	11/02/12	11/02/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$600.00		0.00			
Totals													77	\$4,720.00	